

# NEWS

## IN BRIEF

### **UW-Madison steps up recruiting efforts**

Madison — Growing national competition for the best graduate students has forced the University of Wisconsin-Madison to rev up its recruiting efforts.

In recent weeks, the university has coaxed hundreds of potential recruits from around the country to campus, providing free transportation, escorting them around town and entertaining them in private homes.

The intellectual capital graduate and doctoral students offer is critical to UW-Madison's prominence as a top research institution and the university can no longer assume that its strong reputation will automatically draw the best students, officials said.

UW-Madison this year will spend about \$4 million on graduate student recruitment, including \$3 million in fellowships that support promising students.